



Village of Morton

Tourism Grant Guidelines for

Community Events

PURPOSE

The Village of Morton established a Tourism Grant Program entirely funded by the use of Hotel/Motel Tax funds generated by overnight stays in Morton. Grants in the amount of up to \$3,000 are available. The impact an event has on our community and its businesses determines the amount of funding awarded. The mission of this program is to provide additional funding assistance to those events which create overnight stays, attract visitors, utilize local businesses, and enhance the quality of life in the Village of Morton.

GRANT APPLICATIONS

- The amount of grant funding awarded is based upon the impact of various criteria of the proposed event. It is **VERY IMPORTANT** that all applications are complete. Incomplete applications will not be considered.
- If additional space is needed for any section, please attach a separate sheet.
- Do not solely respond "See Attached" to any section of the application. Responses to all sections must be started on the application. Additional pages can be attached if more space is required to complete the response.
- Applicants must submit a signed, original copy of the application, along with 9 additional copies, to the Village of Morton Tourism Office located at 200 S. First Ave., Morton, Illinois, prior to the deadline. The Spring round of applications are due March 31st and the Fall round are due October 31st.
- Applications must be signed by an authorized individual of the submitting organization.
- Faxed or emailed applications will not be accepted.

ADVERTISING & PROMOTIONAL MATERIALS

All promotional materials and advertising must contain the tagline, *"Event sponsored in part by the Village of Morton Tourism Fund."*

ELIGIBLE EVENT DETERMINATION PROCESS

The Village acknowledges the value of events held in Morton for multiple years. The evaluation of all grant applications is accomplished by the Tourism Grant Committee, an ad-hoc committee appointed by the Village President. The Committee reviews the applications and submits their evaluations to the Village Board for final approval. New and on-going events are eligible for grant funding. The goal is to assist organizations in the development of self-sustaining events.

LOCAL PURCHASING

Applicants must utilize Morton businesses for purchases to the fullest possible extent. Those applicants that do so will be given additional consideration.

LOCAL EVENTS

This grant program was established to assist events held in Morton. If parts of your event take place outside of Morton, only expenses for those parts taking place within Village limits will be considered during review of your grant application. Applicants must show written permission from public or private property owners granting use of said property for the event.

FOLLOW-UP REPORTING

Applicants will be required to submit reports which indicate the event's income and expense within six months of the date held or completed. The report will require proof that all grant funds were used for the event. If, for any reason, the event is cancelled, please contact the Tourism Coordinator regarding plans to reschedule.

CONTACT INFORMATION

Questions should be directed to the Tourism Coordinator's office at 200 S. 1st Ave., Morton, Illinois, or by calling 309-266-5135.

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1. Name of Event: _____ Date of Event: _____
2. Name of Organization Sponsoring Event: _____ Time of Event: _____
3. Name of Contact Person: _____
4. Address: _____
5. Telephone: _____
6. E-Mail Address: _____
7. Amount of Funds Requested: (Maximum per event \$3,000/Maximum per organization per year \$6,000)

8. Describe the Organization and Its Purpose:

9. Describe the Event: Is this event important and valuable to the community? How many years has the event been held?

10. Provide the number of nonresident overnight visitors and/or hotel/motel room nights that the event created when held previously (by year if applicable)? How did you arrive at that number?

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11. What meals do your concessions serve? How many meals were served in your concession stand at the previous event? Please explain why participants to your event would visit other restaurants in town. Is it logical for participants at your event to leave your event and eat at other restaurants?

12. FINANCIAL REQUIREMENTS:

- a) Please list your expected revenue sources, including sponsorships and grants received from other municipalities:

SOURCE	AMOUNT
Tourism Grant – Morton	\$
Tourism Grant – Other Municipalities	\$
Entry/Participation Fees	\$
Sales of Items During Event	\$
Fundraising	\$
Sponsorships - Corporate	\$
Sponsorships – Not-for-Profit	\$
Other	\$
Total	\$

- b) Describe how the grant funds will be used for the upcoming event. Include costs of Morton locations only, if event is held in multiple municipalities. Please be specific:

ITEM	COST	FROM WHOM PURCHASED
Advertisement (Copy must be attached)	\$	
Postage	\$	
Printing	\$	
Trophies, Awards	\$	
Security	\$	
Location Rental	\$	
Equipment Rental	\$	
Other	\$	
Total	\$	

- c) You must also attach a report of the prior year's income (including sponsorships) and expenses, in detail. Please also include a list of all partners and sponsors and their contributions. Be sure to let us know which items were purchased in Morton.

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- d) Did the proceeds from this event previously impact Morton in a tangible way that benefited a large portion of our community, such as building or improving facilities for the citizens or that will bring more people to visit the community? Please describe how the proceeds were utilized.

13. Other Comments:

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This application must be signed by an authorized representative of the Organization listed on Page 1.

Name (Print or Type)

Date

Organizational Title

Signature

REQUIRED DOCUMENTATION FOR SUBMITTAL:

1. Signed, complete application form.
2. Additional pages, if required.
3. Written approval from entity owning property where event will be held.
4. Detailed report of prior year's event income and expenses.